

Message Text

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64

ACTION ARA-20

INFO OCT-01 ISO-00 EB-11 COME-00 TRSE-00 OMB-01 PRS-01

USIA-15 CIAE-00 INR-10 NSAE-00 RSC-01 DRC-01 /061 W

----- 036269

R 181404Z DEC 73

FM AMEMBASSY SANTIAGO

TO SECSTATE WASHDC 6912

UNCLAS SANTIAGO 6179

E.O.11652:N/A

TAGS: BEXP AFSP CI

SUBJ: ESTABLISHMENT OF MARKET ANALYSIS UNITS

REF: STATE 234462

1. EMBASSY RECOMMENDS AGAINST ESTABLISHMENT MAU AT THIS TIME.

2. REFTEL REQUIRES THAT AT LEAST ONE PERSON BE ASSIGNED FULL-TIME MARKET ANALYSIS DUTIES. SANTIAGO CAP (SANTIAGO 6158) OUTLINES MARKET ANALYSIS EFFORTS IN WHICH WE ENGAGED. WE ESTIMATE THIS WILL OCCUPY 50 PERCENT ONE FSL'S TIME AND 30 PERCENT ONE OFFICER'S. INCREASED RESEARCH TIME NOT AVAILABLE GIVEN (A) COMMERCIAL STAFF OF ONLY TWO OFFICERS AND THREE FSL POSITIONS; (B) RAPIDLY RISING LEVEL OF REQUESTS FOR INFORMATION AND ASSISTANCE FROM U.S. EXPORTERS/INVESTORS AND CHILEAN IMPORTERS; AND (C) RELATIVELY HEAVY OPIC WORKLOAD.

3. TO ASSIGN FULL-TIME PERSON TO MAU WOULD REQUIRE KEEPING ONE OFFICER POSITION CURRENTLY MARKED FOR ELIMINATION (20-084). EMBASSY, HOWEVER, OF OPINION THAT INCREASED RESEARCH ACCOMPLISHED PROBABLY WOULD NOT YIELD JUSTIFIABLE RETURN AT THIS TIME. CHILEAN IMPORT NEEDS ARE LARGE AND FAIRLY OBVIOUS, AND IT UNLIKELY THAT NON-VITAL SECTORS (PRESUMABLY THOSE MOST LIKELY TO BE DISCOVERED BY INCREASED RESEARCH) WILL BE IMPORTANT IMPORTERS IN NEAR FUTURE. IN ADDITION, IT APPARENT THAT LONG-TERM CREDITS, NOT RESEARCH OR MARKETING, UNCLASSIFIED

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MOST LIKELY TO RESULT IN LARGE EXPORT RETURNS TO COUNTRY

MAKING THEM AVAILABLE.

4. IF DEPT ACCEPTS ABOVE RATIONALE, EMBASSY WILL KEEP ESTABLISHMENT
OF MAU UNDER CONSIDERATION, PENDING FUTURE DEVELOPMENTS IN CHILE
AN ECONOMIC SITUATION.
THOMPSON

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 18 DEC 1973
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1973SANTIA06179
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: n/a
From: SANTIAGO
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1973/newtext/t19731218/aaaaanci.tel
Line Count: 67
Locator: TEXT ON-LINE
Office: ACTION ARA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators:
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: STATE 234462
Review Action: RELEASED, APPROVED
Review Authority: kellerpr
Review Comment: n/a
Review Content Flags:
Review Date: 02 JAN 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <02-Jan-2002 by williad>; APPROVED <21 FEB 2002 by kellerpr>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: ESTABLISHMENT OF MARKET ANALYSIS UNITS
TAGS: BEXP, AFSP, CI
To: STATE
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005